



Roku UK Limited Gender Pay Gap Report

2024

Gender Pay Gap Analysis, Pay Equity, and Compensation Philosophy

What is a Gender Pay Gap?

A gender pay gap is the difference in average pay between men and women in an organization regardless of skills, level, or job duties that the employee is performing.

In the UK, employers with 250 or more employees must report their **mean and median gender pay gap** data and **bonus pay gap** data annually.

- The **mean** calculates the difference in average pay of men and women
- The **median** calculates the difference in the middle pay of men and women after ordering pay from lowest to highest

Roku's Commitment to Pay Equity

At Roku, we believe in equal pay for equal work regardless of gender, race or any other protected characteristic. We conduct regular compensation reviews in accordance with Roku's Compensation philosophy, paying employees "at market" while also tying a portion of their compensation to Roku's financial performance. We prohibit discrimination in compensation and provide an environment where employees are empowered to discuss concerns openly.

Roku's Compensation Philosophy

Roku's total compensation philosophy is focused on paying "at market" for an individual employee while also tying a portion of the individual employee's compensation to company financial performance. Under Roku's Total Compensation Program, Roku sets a Total Compensation Target (TCT) for each eligible employee based on the market rate for a particular employee for the role performed at Roku (not based on a title or "level").

Roku's TCT is comparable to other companies' total compensation that might include different components such as a bonus or additional employee benefits. When we evaluate or adjust an employee's compensation, we look holistically at cash and equity.

TCTs are not tied to a title or stock level, so TCTs may vary by employee even for employees who have the same title or are at the same level (for example, Sr. Software Engineer). Employees with the same title or stock level may have different job scopes, levels of experience, skills, and/or contribution value to Roku.

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2024 Results

The gender pay gap is based on the averages taken across the entire Roku UK Limited workforce. It does not consider factors like different roles, responsibilities, or levels of seniority.

Roku UK Limited		
		2024
Hourly Pay Gap	Mean	25.6%
	Median	25.3%
Bonus Pay Gap	Mean	40.0%
	Median	33.9%
Receiving Bonus	Women	95.8%
	Men	97.2%

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2024 Results

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Roku UK Limited			
		2024	
Pay Quartiles* <div><div>W</div> Women</div> <div><div>M</div> Men</div>	Upper	<div>W</div> 2.4%	
		<div>M</div> 97.6%	
	Upper Middle	<div>W</div> 13.3%	
		<div>M</div> 86.7%	
	Lower Middle	<div>W</div> 13.3%	
		<div>M</div> 86.7%	
	Lower	<div>W</div> 28.9%	
		<div>M</div> 71.1%	

**Quartiles are calculated by ranking hourly pay from highest to lowest and then splitting into four equal groups, showing the percentage of men and women in each quartile.*

Inclusion Strategy and Talent Acquisition Initiatives

At Roku, we are committed to fostering and supporting an inclusive workplace. Recognizing the need for ongoing local programs to reach greater gender balance in the UK tech industry, we continue to sponsor initiatives focused on improving inclusion, equity, and representation at all levels. Examples of such local programs include:

Women of Roku EMEA Employee Resource Group (ERG)	Roku launched Women of Roku EMEA ERG in 2024. This local community ensures that unique challenges and opportunities are understood and addressed in a culturally relevant manner. The ERG has an executive sponsor, local leadership, budget, and visibility.
Mentorship	The Women of Roku ERG sponsors a mentorship program to connect mentees seeking career growth, skill development, and insights into Roku culture. This program provides opportunities to build relationships with mentors who can provide guidance, coaching, and new perspectives.
Early Career	<p>Our Early Career team focuses on engaging a broad group of student clubs and communities on school campuses to prioritize investing in gender diversity in our early career pipeline. We integrate a DEI workshop into our summer intern program with a focus on foundational DEI and communication skills.</p> <p>We also partner with STEM Women, an organization that helps contribute to a more diverse and inclusive STEM workforce of the future. We invest in and attend networking and career events for STEM students and recent graduates across the UK to broaden our talent pipeline.</p>
Industry Conferences	Through strategic partnerships with industry organizations, we are creating and transforming pathways for attracting a broad range of talent to the UK tech industry and our talent pipeline. The events, programming, and networking also advance professional development and provide valuable opportunities for Roku participants. These investments strengthen both our talent community and industry presence, positioning Roku as an employer of choice.

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This statement confirms that the published information is accurate at the time of publishing and is signed by

Signed by:



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Ericka Tate

VP, People Business Partner
Roku UK Limited



Roku

The Roku logo is displayed in a large, white, bold, sans-serif font. It is centered horizontally and positioned in the lower half of the image. The background is a vibrant, stylized illustration of a city skyline at sunset or sunrise, with a gradient of purple, pink, and orange. The skyline includes various skyscrapers, a bridge, and a Ferris wheel. The city is reflected in a body of water in the foreground. The entire scene is framed by a thin white border.